



THEY SAID IT COULDN'T BE DONE:

Launching a Healthy Vending Machine for Schools

Cathleen Toomey, Stonyfield Farm





Stonyfield Farm Snapshot

- **#1 Yogurt in Natural Foods Channel**
- **#3 Yogurt in Grocery Channel**
- **Double digit growth for past 6 years**
- **\$650 Million in sales**
- **23 year old company, based in NH**
- **Donates 10% profits to the planet**
- **Impassioned entrepreneur**



- **Largest organic yogurt company in the world**
- **First dairy to pay farmers additional \$\$ not to use rGBH**
- **First yogurt to use lids as mini-billboards to talk about the environment and other issues**
- **Leader in donating 10% of profits to the planet**
- **Leader in guerilla marketing**
- **Most live active cultures, longest shelf life**



Lid Program





Walking the Talk

***L. reuteri* boosts the body's immune system**

Six live and active cultures

First dairy processor in the nation to pay farmers a premium not to use this growth hormone on their cows.

- enhance digestion
- improve nutrient absorption
- boost the immune system
- inhibit the growth and activity of disease-producing organisms

The first U.S. manufacturer to offset 100% of the CO2 emissions from its facility energy use.

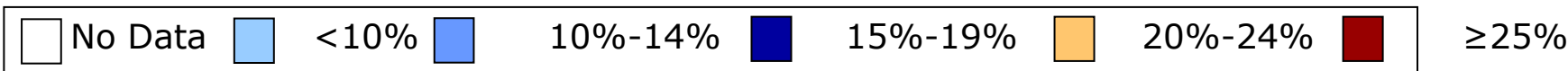
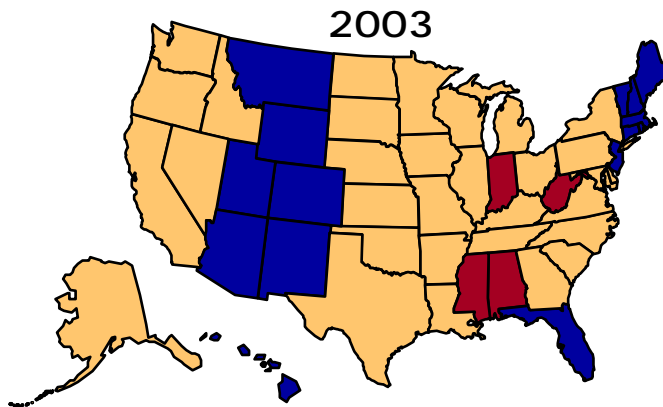
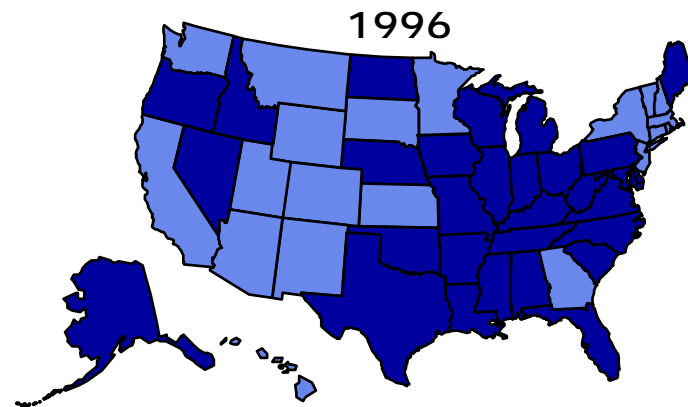
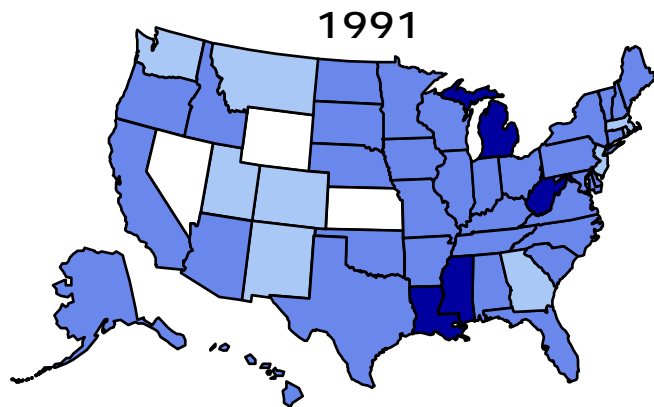
Inulin also helps boost calcium absorption

Lighter weight cups prevent tons of materials used.

10% of our profits for the planet

Organic products made without the use of antibiotics, synthetic growth hormones and toxic pesticides or fertilizers.







Why Organic is Important for Children

- U.S. 3 to 6-year-olds on conventional diets had mean **pesticide concentrations in urine 6X higher** than children on organic diets, exceeding EPA safe exposure levels (6/03). University of Washington.





- **Pizza and Skittles**
- **Proving adults can be wrong – if it tastes good, kids will eat it**
- **Partnering with schools, students, vendors – machine is free**
- **2 Tests and marketing program**



Stonyfield Farm ORGANIC

Healthy Vending Machine Key Elements for Schools

- **Meet nutritional requirements**
- **Wide array of product type**
- **All organic and natural**
- **School taste test, sampling, marketing**
- **Discount for schools**





What's in the machine?





Menu For Change Healthy Vending Machine

- **Key elements: students and schools, affordability and flexibility, press**
- **NBC-TV, Associated Press, Wall Street Journal**
- **32 Machines in seven states – MA,CT,CA, WA,IL,RI, PA**
- **Over 910 schools nationwide on waiting list**
- **Over 800 requests for brochures**

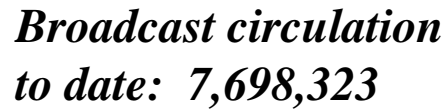




Menu for Change There's More....

- **Stonyfield.com/menuforchange**
 - **Parent Action Kit**
 - **Superintendent's Challenge: CA and WA**
 - **Success stories**
 - **Good2Go – new!**
- Breakfast and exercise**





Gary Hirshberg has devoted his life and career to organic food as CEO of Stonyfield Farms, the country's largest organic food company. And he assumed his work was influencing his most important customers, his kids. For most of us, as parents, the truth is we have a blind spot, and it is that six-hour blind spot every day. We send our kids off. We hope for the best, but frankly, we can't control it. So Hirshberg tried to do something about what he could control. Working with schools to install vending machines that offered students healthier choices, like soy milk, yogurt, and baked chips. Today, about 15 percent of kids between six and 19 are overweight, affecting their concentration and energy levels, but also putting them at risk for serious health problems further down the road.

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Press Highlights

Associated Press

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Products with less salt, calories find niches in vending machines

By Joe Dryden
WASHINGTON POST

WASHINGTON — The typical vending machine here contains all chocolate bars and potato chips, leaving few options for people seeking low-calorie or low-salt snacks.

That is changing, as companies develop markets for products they expect to satisfy both taste buds and consumers. Innovative products like carrots coated in candy, or crispy baked pea bread are placed in these slots.

Healthy products, relegated to a few trays or maybe a row or two, if they were sold at all, are starting to take over entire machines. Those offerings account for a small but growing share of the \$1.5 billion business.

Companies hope to attract adults who have avoided vending machines because of the distasteful ingredients. Another factor is on schools, where parents and administrators would prefer that students reach for snacks rather than powdered doughnuts.

A vending machine without candy bars and sugary soda is a big step, said Mike Kiser, chief executive officer of Conquest Vending Services, an industry leader based in Charlotte, N.C. "We've never had the courage to take out our best sellers," he said.

Conquest is experimenting with a bank of food and drink machines lined up behind a plastic facade to look like a single unit. Products include granola bars, Powerbars, water, energy drinks and smoothies.

Schools Vending executives cite as a typical machine's 18 trays for healthy items, said Tim Smith, senior vice president of the company, based in Gaithersburg, Md. Examples are nuts and dried fruits, and low-sodium chips.

As the companies see it, that offers a little something for all the different needs.



Thanks to the Balanced Choice vending kiosks, students can now choose from healthier options like fruits, snacks and drinks that complement their wellness lifestyles.

Those students may want to eat healthy if they are getting something from the machine because they are too busy for lunch, said Bill Mitchell, Stonyfield's director of program development.

Of course, there still is a place for candy. People will still want "a small indulgence" as a reward, he said.

Stonyfield Farms, an organic food company in Londonderry, N.H., has 15 vending machines in California, Rhode Island and Massachusetts, and has applications from schools in 30 states, spokeswoman Catherine Tierney said.

To help fill the machines, the company rounded up products from a number of organic vendors. She said the company followed guidelines from a children's nutrition group, Kids First, to make sure the offerings were healthy.

The machines offer baked pea chips instead of potato chips, and yogurt drinks instead of soda, Tierney said. Students tested the products, and the company leader is sure "you can get a Coke machine alongside our machines

and we will survive," she said.

School districts increasingly are looking for healthier choices. In some cases, they are being pushed by state law that restricts what students can get from the vending machines. In other areas, health or ethics could be driving policy.

Schools in Hopkinton, Mass., will switch this school year to treats such as yogurt and carrot sticks, said Deborah Weber, director of operations for the St. Paul-Metropolitan district's food service program.

There also will be standard snacks, but with a healthy edge — for instance, no trans fat, he said. Health experts say this kind of fat can clog arteries.

Weber said students already watch what they eat. Hopkinton High School's Health Nut Café, which specializes in natural and organic foods, accounts for half of the lunch business, he said.

ON THE NET
Kids First: <http://www.kidsfirst.org/whatwedo.htm>

Circulation: 1,519,577



Vending machines get healthy (at least for kids)

All we can say is, when can we get one? We're talking about the revamped vending machines making their way onto school campuses across the U.S. More than 15 schools are getting free refrigerated machines stocked with natural and organic snacks, courtesy of organic-yogurt maker Stonyfield Farm. More are on the way, but demand is so high that more than 500 schools are on the waiting list. Canteen Vending is also marketing machines that dispense such nutritious fare as fresh fruit and veggie burgers. To help bring healthier choices to your child's school, check out Stonyfield Farm's Parent Action Kit at www.stonyfieldfarm.com/MenuForChange/ParentActionKit/index.cfm.